

MARKETING QUESTIONNAIRE

MARKETING AND DISTRIBUTION

1. List the company's product line(s) and the amount and percentage of total sales represented by each. Indicate the contribution to gross margin of each. Attach a separate schedule if necessary.
2. How is the company's product or service distributed to its primary market?
3. Define the company's primary market(s).
4. What is its geographic market area?
5. List the company's six largest customers or potential customers:
 - a. Company _____
Contact (*name/title*) _____
Telephone _____
% of Total Sales (*per annum*) _____
 - b. Company _____
Contact (*name/title*) _____
Telephone _____
% of Total Sales (*per annum*) _____
 - c. Company _____
Contact (*name/title*) _____
Telephone _____
% of Total Sales (*per annum*) _____

If more space is required to answer the questions, use separate sheet(s).

d.	Company	_____
	Contact (<i>name/title</i>)	_____
	Telephone	_____
	% of Total Sales (<i>per annum</i>)	_____
e.	Company	_____
	Contact (<i>name/title</i>)	_____
	Telephone	_____
	% of Total Sales (<i>per annum</i>)	_____
f.	Company	_____
	Contact (<i>name/title</i>)	_____
	Telephone	_____
	% of Total Sales (<i>per annum</i>)	_____

6. What are the company's customary trade terms?

7. Are significant exceptions to these terms granted?

☐ Yes ☐ No

If yes, describe exceptions:

8. Describe any anticipated significant changes to product line or services.

9. Describe any anticipated changes in marketing strategy, sales territory, or customer base.

10. What is the company's market share? Attach market study or survey, if available.

INDUSTRIAL INFORMATION

1. What significant changes, problems, growth, etc. have occurred in the industry in recent years or are predicted in the future. How do these changes relate to your planned expansion/location in Tennessee?

2. List the company's major competitors.

Competitor Name	Rank
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3. Describe the nature of the regulatory environment in which the company operates.

4. Describe any important environmental factors affecting the company.

5. List the company's six largest suppliers:

a.	Company	_____
	Contact (<i>name/title</i>)	_____
	Telephone	_____
	% of Total Purchases (<i>per annum</i>)	_____
	Customary Payment Terms	_____
b.	Company	_____
	Contact (<i>name/title</i>)	_____
	Telephone	_____
	% of Total Purchases (<i>per annum</i>)	_____
	Customary Payment Terms	_____
c.	Company	_____
	Contact (<i>name/title</i>)	_____
	Telephone	_____
	% of Total Purchases (<i>per annum</i>)	_____
	Customary Payment Terms	_____
d.	Company	_____
	Contact (<i>name/title</i>)	_____
	Telephone	_____
	% of Total Purchases (<i>per annum</i>)	_____
	Customary Payment Terms	_____
e.	Company	_____
	Contact (<i>name/title</i>)	_____
	Telephone	_____
	% of Total Purchases (<i>per annum</i>)	_____
	Customary Payment Terms	_____
f.	Company	_____
	Contact (<i>name/title</i>)	_____
	Telephone	_____
	% of Total Purchases (<i>per annum</i>)	_____
	Customary Payment Terms	_____

6. Are there any materials purchased from above suppliers which are not readily available from other sources?

☐ Yes ☐ No

If yes, describe contingency supply plans.

7. What specific marketing and selling activities are planned to achieve increased sales?

8. Provide industry descriptions and outlook (include SIC code).